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# The Living Library

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# The Living Library Program


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Michigan Library Scholars  
Capstone Project  
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“community-oriented social  
justice public librarian”

# Project Overview - Living Library

- Library hosts a group of people with certain identities to be “books” in our human collection
  - “Readers” can “check out” books and have a conversation about their identity
  - Allows a space for people who do not have that identity to learn and ask questions
  - Challenges stereotypes by speaking directly to a person who has such an identity
  - Encourages understanding and compassion in the wake of intense conversations
  - Ability/disability and international identity
- 



# HUMAN LIBRARY

Real People - Real conversations

human library → living library

# U-M Dearborn's Living Library

**Joan Martin**

business librarian

chair of the events committee at U-M Dearborn



[Library.UMD.UMich.edu](http://Library.UMD.UMich.edu)



**Allowing  
Questions**

Allows a space for people who do not have that identity to learn and ask questions

**Challenging  
Stereotypes**

Challenges stereotypes by speaking directly to a person who has such an identity

**Encouraging  
Compassion**

Encourages understanding and compassion in the wake of intense conversations

# My Goals in the Program

1

Create Collection of Human  
Books

2

Develop Outreach Plan

3

Reach Out to Organizations





# Living Library "Human Book" Interest Form

Thank you for your interest in being a human book for the U-M Library's Living Library Collection. Please fill out this form to indicate your interest.

The Living Library committee will contact you once you submit the form.

Please direct questions to [umichhumanlibrary@umich.edu](mailto:umichhumanlibrary@umich.edu)

Your email address (**megbrody@umich.edu**) will be recorded when you submit this form. Not you? [Switch account](#)

\* Required

Name \*

Your answer

Pronouns \*

☐ they/them/theirs

☐ she/her/hers



## Living Library Event Outreach & Public Relations Plan

Informed by ["Example Outreach Campaign Plan"](#) - provided by  
Communications Office

**NOTE:** This public relations plan is two-pronged: recruitment for human books and advertisement to attendees.

- **Key Terms:**

- *recruitment:* people signed up to be human books/part of Living Library collection
- *advertisement:* information about Living Library event distributed to possible attendees
- *outreach:* the process of reaching out to people for both recruitment and advertisement

**Goals:** The Living Library committee would like to reach a targeted audience in order to recruit human books who have identities that tie into the theme of the event. Furthermore, the committee hopes to target that same audience as the attendees of the event, making this effort both a recruitment and advertising approach.

**Audience:**

*Recruitment:* a university community members (student, faculty, or staff) who has an interesting life story with an identity that ties into our theme of disability and ability.

*Advertisement:* students, faculty, or staff members who would want to attend the Living Library event in order to learn about the intersection of social identities, like disability/ability. The ideal audience member would leave the event inspired and motivated to make changes in their

# Outreach Plan

- Defining goals of program, audience, key messages
- Outlining tactics and corresponding timelines
- Contact sheets
- Creation of promotional materials



# Living Library

## INTERNATIONAL IDENTITY & DISABILITY

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Come check out a human  
"book" and listen to their  
story!

**Ask Questions  
&  
Fight Stereotypes**

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**HATCHER GALLERY  
ROOM 100  
OCTOBER 9, 2018  
4 TO 7 PM**

Free event, open to all



# Reaching Out to Organizations

- Identifying organizations with similar ideals/goals
  - Identities → International identity and ability/disability
- Compiling contact information
- Outlining needs of Living Library program
- Establishing a reciprocal relationship
  - How does their participation benefit them?
- Defining the next steps and keeping accountable



# Challenges

## Project Challenges

- Recruitment (reaching out and getting responses)
- Adhering to timeline

## Personal Challenges

- Time management (multiple jobs and multiple projects within this job)
- Juggling idea creation with implementation
- Developing my communication and meeting-preparation style



# Solutions

## Project Challenges

- Creation of outreach plan
- Reworking the timeline for our needs

## Personal Challenges

- Google Calendar and weekly goals/reflections
- Dedicating time as either idea creation or idea implementation
- Exposure and learning what worked for me





# Lessons Learned

- Time management
- Database theory and creation
- Professional communication and strategic contacting



Flickr



Flickr

- Outreach and community engagement
- Librarianship and its many facets
- Social justice in libraries

# Learning About Programming in Libraries

- Interested in programming in public libraries for community building and education
- Previous experience with programming/event planning helped
- A lot of ideas coming together
- Task management

*The Word "Queer"*  
A word with queer-identifying people on the meaning and uses of the word

**Professional Women in Conversation: Women in Law**

**Professional Women in Conversation: Business**

Come listen to the stories of professional women who have careers in traditionally male-dominated fields.

March 12, 2018 7-8:30 pm Hatcher Gallery Room

# Preview of U-M Library's Living Library



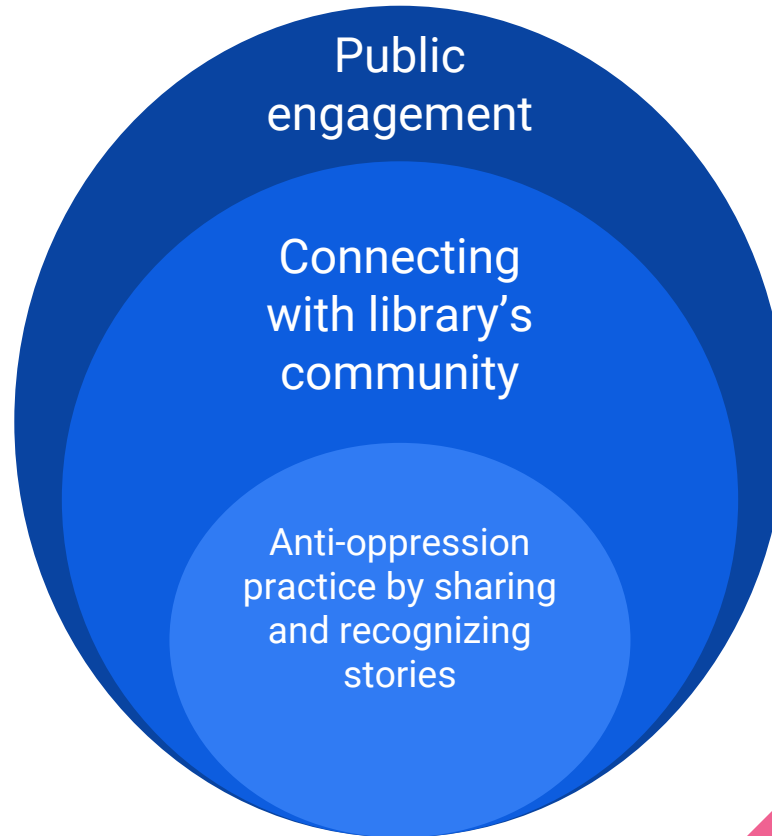
## Living Library Collection

- Recruitment
- Sustainable, meaningful relationships with books

# Future of the Project



# Impact of Project on Library and University



# My Continuing Work in the Library

- Library Diversity Council's subcommittee: Inclusive Interpersonal Skills Series
  - Anti-oppression workshop
- Student engagement fellow and intern in Communications Office
- Student-informed social justice advisory group



Pixabay



# Future Librarian & Job Applicant to this library!

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Meghan Brody



# Thank you!

Questions?